Tufts

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Percy.

AMERICAN SODA FOUNTAIN CO.

SUCCESSOR TO

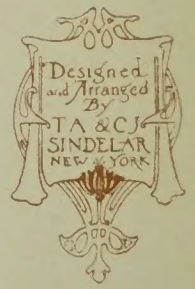
JAMES W. TUFTS

Manufacturers of

SODA FOUNTAINS
CARBONATORS AND
SUNDRY SUPPLIES

278-288 CONGRESS STREET
BOSTON, MASS.

AMERICAN SODA FOUNTAIN COMPANY.


Designed and Arranged By
T A & C J
SINDELAR
NEW YORK

A STORY is told of a farmer who was approached by a man who wanted to sell him a bicycle. "Now is your time to buy," said the man; "bicycles never were cheaper; I can let you have one for thirty-five dollars." "I'd sooner put the money in a cow," said the farmer. "Oh, I know you could get a cow for that money," said the man, "but think how foolish you'd look riding around your farm on a cow!" "Wal," replied the farmer, "I don't know as I'd look any foolisher doin' that than tryin' to milk a bicycle!"

Nowadays the druggist or confectioner who tries to get along without a soda fountain looks about as foolish as the farmer would have in trying to milk his bicycle; while the man who convinces himself that his old style, inadequate and messy fountain is good enough for the business he does is akin to a man riding a cow. It can be and has been done, but it looks foolish.

In both cases we prescribe a Tufts fountain.

The Tufts is the highest grade of all soda fountains. To the druggist or confectioner who has never had a fountain in his store, a "Tufts" will seem a wonder worker in the way of bringing new business and plenty of it. The man who exchanges his old out-of-date apparatus for one of our beautiful new style fountains will make a wise move, because,

First: The Tufts fountains are mechanically perfect. There is no dripping, no messing, no chance of breakdown about a Tufts fountain.

Second: They are beautiful, artistic and thoroughly practical. They are designed by the best artists in this line, whom we keep constantly employed in embodying new ideas in the outward beauty of our fountains.

Third: Only the very best of material is used in a Tufts fountain, whether it be the marble, onyx and silver plating you see on the beautiful exterior, or the tubing, the valves and the tanks that are hidden within—all are of the best material, made in the best way. The Tufts fountains are made on honor—the honor of forty-seven years of integrity and endeavor.

In other words, for nearly fifty years we have been trying to make the BEST soda water apparatus. In all these years we have spared no pains or expense that the word "Tufts" should be synonymous with par excellence.

This object we have attained and shall maintain.

A good tale is worth retelling; let us tell you again a few brief facts about the excellent materials and good workmanship that go in the making of a Tufts fountain:

Our syrup tanks are of porcelain or block tin. In the latter the joints are burned with block tin, and not soldered. You can have your choice, but we recommend the block tin as being wholly hygienic and no chance for contamination of syrups.

Our draught tubes are made of high-grade brass composition with substantial valves. Outside they are heavily plated with pure silver, and inside, in every part which the soda comes in contact with, they are lined with pure block tin, either cast in and bored out or by pipe, drawn and burned in.

Our coolers embody the ceaseless experimenting of over forty years. We do not hesitate to say that with the Tufts fountain colder soda water can be served than with any other make. No matter what demand is made upon it by custom that it creates and increases, as long as a Tufts fountain is iced according to the simple directions it will serve "just above the freezing point" one glass or ten thousand.

As to its exterior, you can tell a Tufts fountain by its STYLE. Other manufacturers may take advantage of the brains of our designers by imitating the architecture and decorations in their

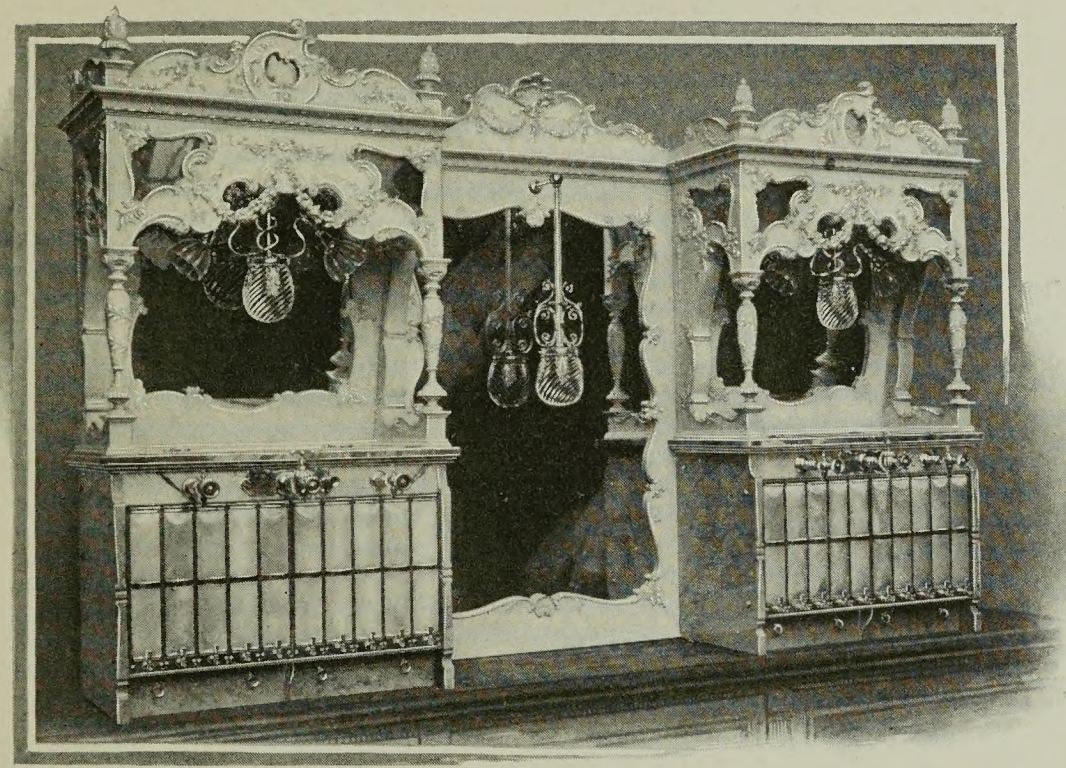
fountains, but imitators can never equal the original, and there is about a Tufts fountain an elegance that copyists cannot attain. We keep our designers stimulated to their best efforts by every incentive an appreciative employer can show, and while we have been proud, and justly so, of their efforts in the past, we can truthfully say that for symmetry and beauty the new designs for the coming season are a distinct advance over all their previous efforts.

We invite comparisons with other makes, for the more you investigate the others, the more surely will you be brought to buy a Tufts fountain.

Write us for our large portfolio of prints showing many more of our new and popular designs.

We will treat you fairly. Our prices are low, we will make easy terms and we will take your old fountain, if you have one, in exchange at a liberal valuation.

AMERICAN SODA FOUNTAIN CO.,
Successor to James W. Tufts,
278-288 Congress Street,
Boston, Mass.

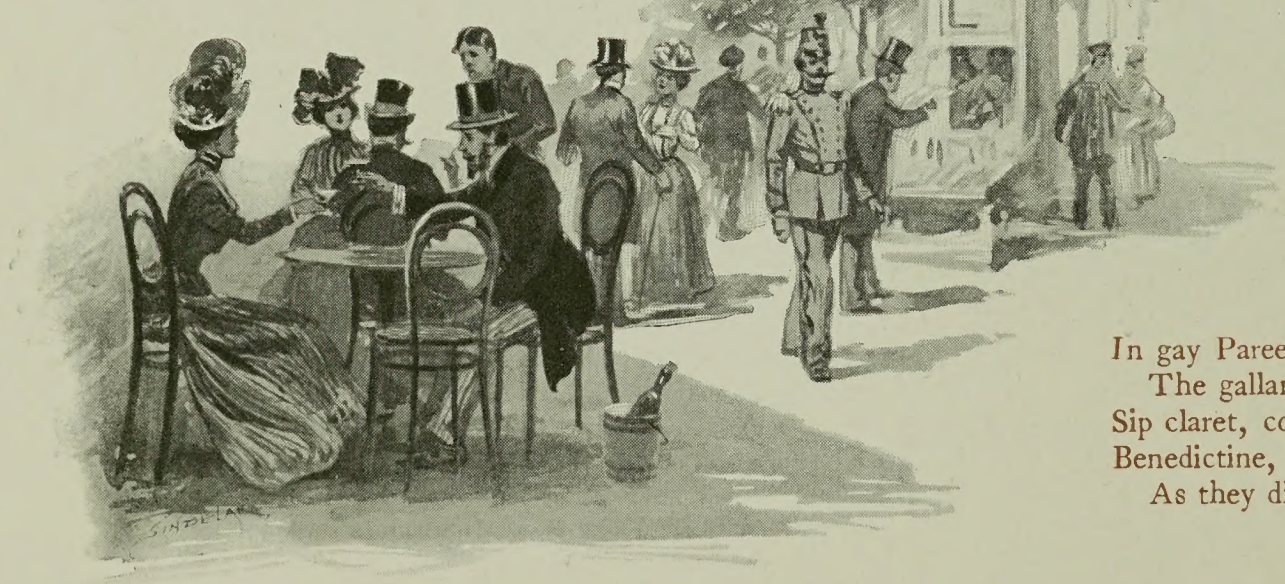


Amak

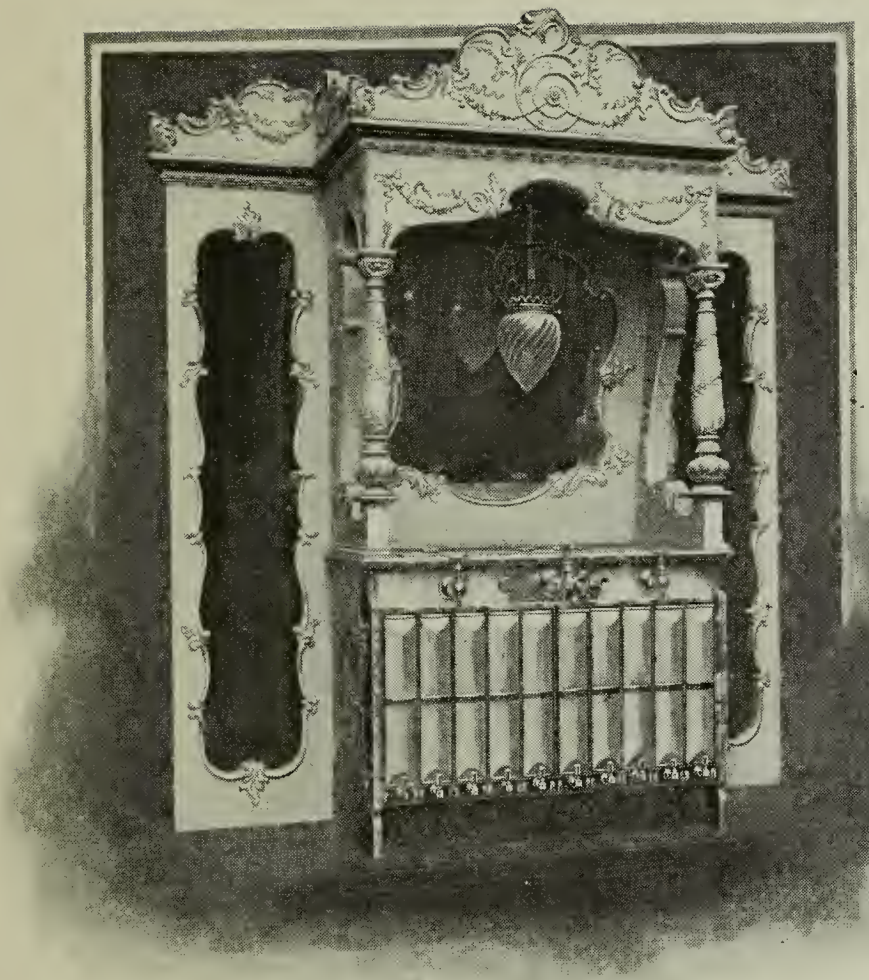
THERE is only one mistake you can make in getting a Tufts fountain and that is in getting one just big enough to meet the demands of your present trade. For the glistening, magnificent, thirst-provoking, thirst-satisfying Tufts fountain will double, treble and quadruple your custom. This is the mistake many have realized and they have exchanged for a larger one. There is no wear-out to a Tufts and in consequence we have on hand a lot of excellent fountains second-hand only in name. These were shortly found to be too small for the business of the man in the big town or exceptionally fine location, but they may be just what You want. Write to us about them. The Tufts guarantee goes with these, too.

NOTHING is more wonderful than the development of the soda water business. Compare the fountain of to-day with the fountain of ten, twenty, thirty years ago. Tufts did it.

Great as the soda water business has grown, it is only yet in its infancy. It will develop greatly year by year. Get a fountain that will be apace with the improvement; the Tufts fountain made to-day has the improvements of five years from now. Five years is the time we allow for other makes to catch up with us.



In gay Paree, as you may see,
The gallants and the fair
Sip claret, cognac and absinthe,
Benedictine, creme de menthe—
As they dine *al fresco* there.



"THE satisfied man stands still," says the Peruvian proverb. He who goes on from lesser things to greater is the man who is dissatisfied with what he has and what he does.

This is not the gospel of discontent, for there comes a time when the wise man is almost content with what he does and what he has.

We ask your attention and we desire to arouse your interest: ARE YOU SATISFIED?

Have you no soda fountain, and are you content with the business you are doing?

Have you a soda fountain that is out of style, out of date and altogether inadequate—are you satisfied with the business IT is doing?

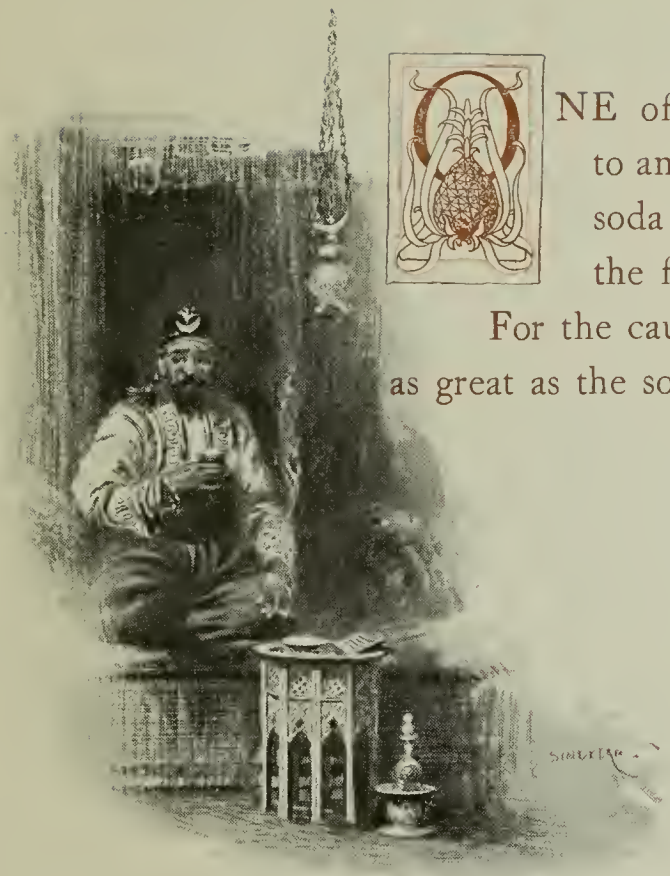
In either case we ask you to inquire into the merits of a Tufts fountain.

GET A TUFTS AND BE SATISFIED.

Amlia

Disko

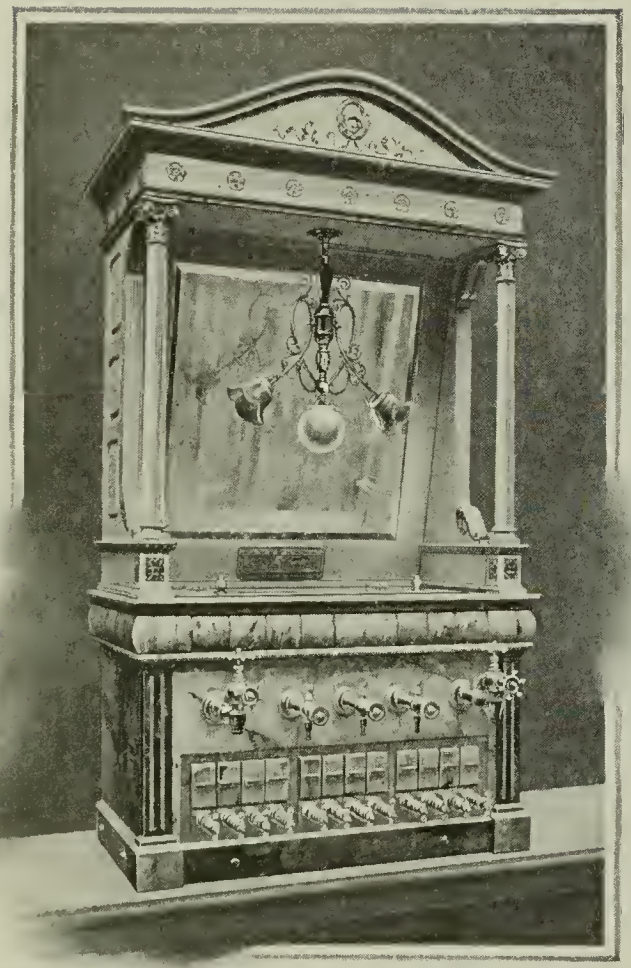
You need a fountain that is good enough and big enough to supply your present trade and the added amount that is coming to you. For your Tufts fountain will draw you added custom day by day.



ONE of the greatest boons that civilization in its progress has given to an enlightened land is healthful, thirst-quenching, ever-delightful soda water, fruit-flavored. It is the handmaid to Moderation and the foster-sister of Temperance.

For the cause and continuation of true temperance, what factor has been as great as the soda fountain?

From Istamboul to Ispahan,
In mosque, bazaar and caravan,
Behold the turbaned Mussulman!
He drinks no wine to make him merry;
His is the beverage of the berry
Coffea Arabica, and all day long
He drinks it hot and black and strong.

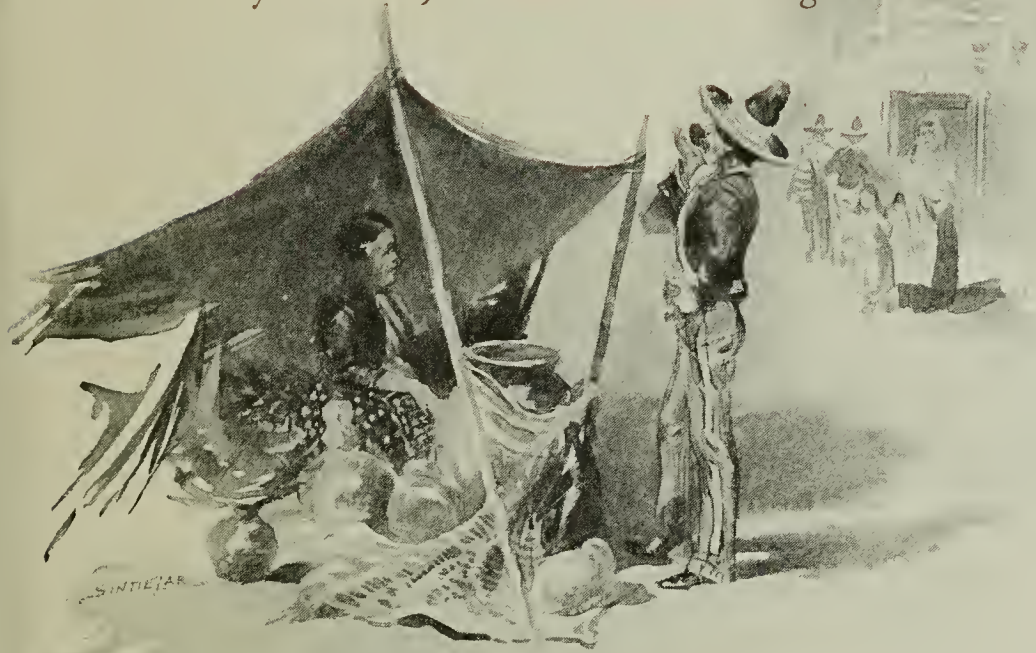


Edison

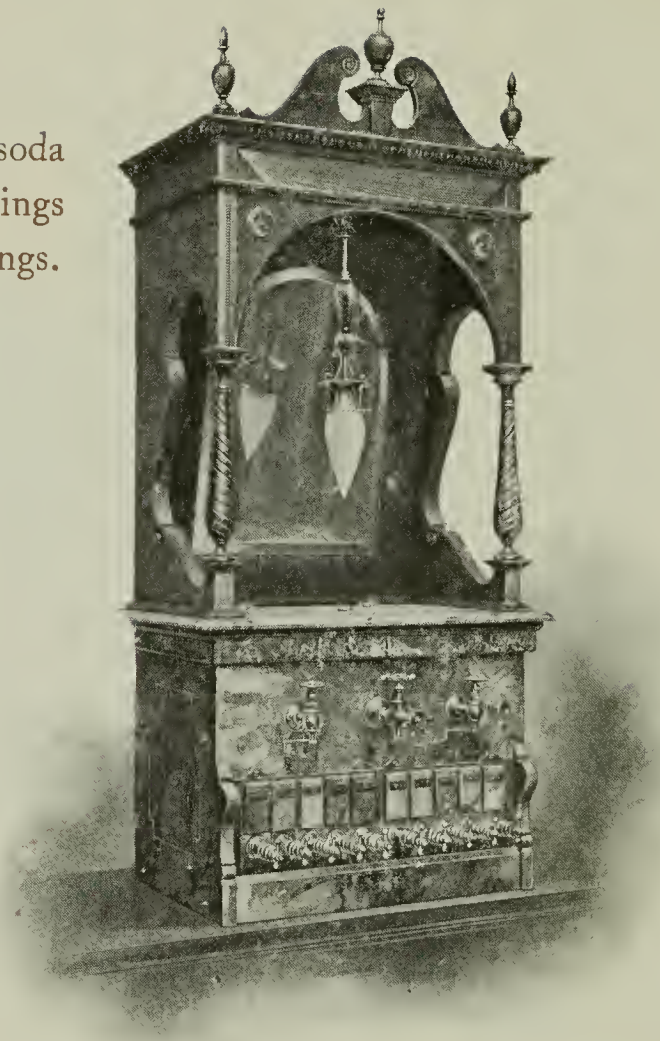
A PICTURESQUE old Irishman tramping along the highway was stopped by the professor in charge of the sketching class from a young ladies' finishing school. "If you are not in a hurry," said the professor, "these young ladies would like to paint you." "No, thank yez," said the Irishman. "Don't go, my good man," continued the professor, "we will pay you well, and it will not take over half an hour." "It isn't the time I'm mindin'," answered the Irishman, "but how the divvle am I going to get the paint off?"

Many druggists and confectioners when approached about buying a soda fountain are almost as puzzled as the old Irishman about being painted. They invariably reply: "My business brings me in little enough now, how am I to pay for a soda fountain?" It is hard to make them understand that a good soda fountain WILL PAY FOR ITSELF and more besides.

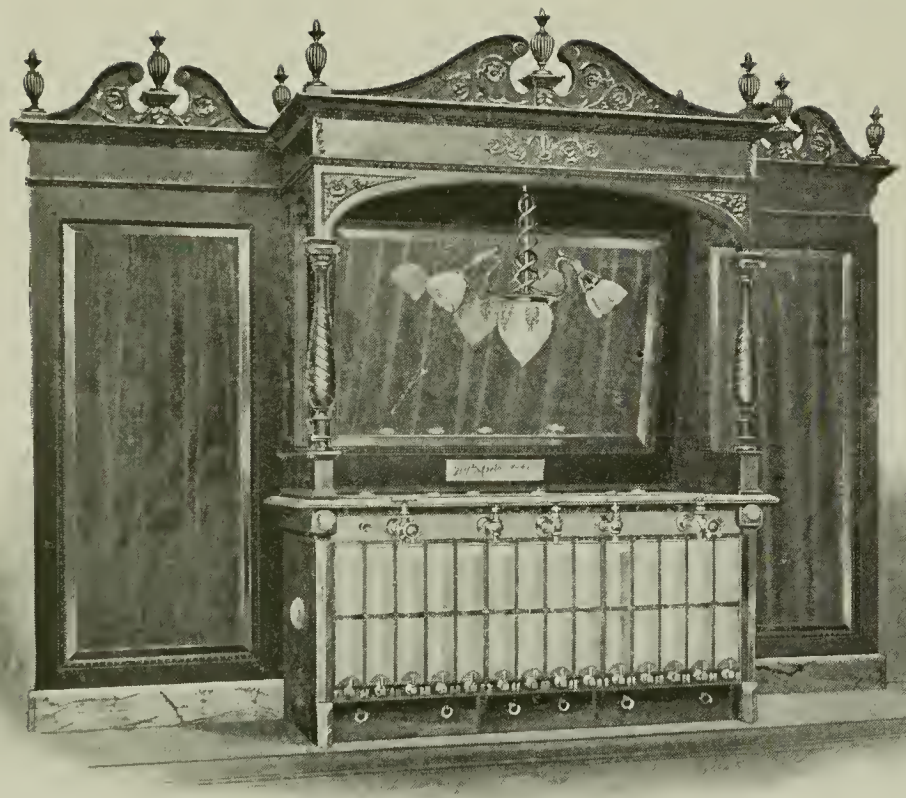
There is no business that pays better than the dispensing of soda water. The profits are large of themselves, and if you sell other things in your store, a soda fountain brings custom for those other things.



In semi-tropical Mexico
The natives a curious liquor know ;
A fiery drink which they get when they tap
The cactus plant for its pulque sap.



Bellingham



AN out-of-date and ugly fountain of chipped, cheap marble, with tarnished trimmings and soda faucets that leak messy drippings will drive fastidious patrons (and all soda drinkers are fastidious) to the enterprising man who has a bright, clean, modern Tufts fountain.

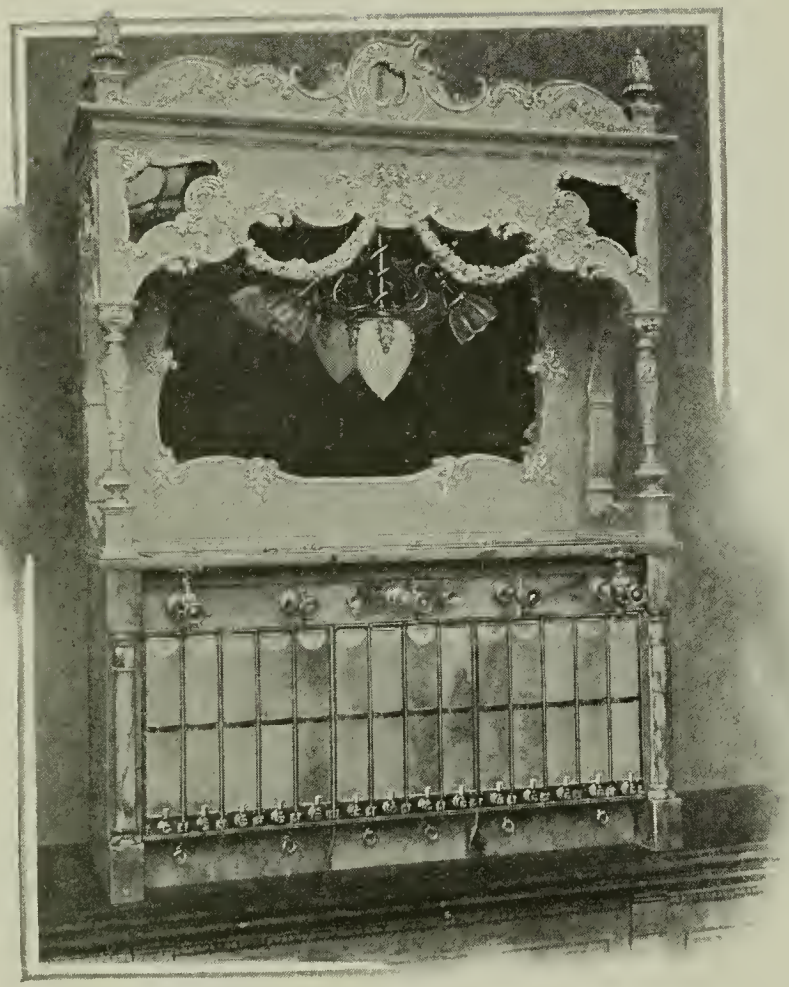
Nome

Here on the steppes with their deep drift snows,
The tavern is warm and the vodka flows.
The moujik quaffs it and says with zest,
" Of all drinks known, my vodka 's best ! "

WHILE you keep your worn-out old fountain you are saving the price of a new good fountain, and new and good fountains cost money, but you are losing the price of a fine fountain every month in dwindling away of old customers and the dissatisfaction of new ones—who never come again.

The installing of a handsome and artistic new Tufts fountain makes talk in your town. Favorable comment is a forerunner of growing business. A Tufts fountain, bright and tempting of itself, draws the waverer in through the door. It pays for itself, as a specialty, for the trade it attracts to your staples.

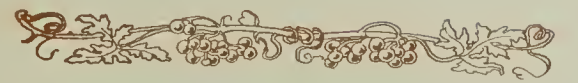
Sebago



Sannak

NO business to-day affords a greater legitimate profit than the dispensing of soda water, and yet when you draw it from a Tufts fountain you give such satisfaction to your patrons that none would begrudge you did they even know what your profits were.

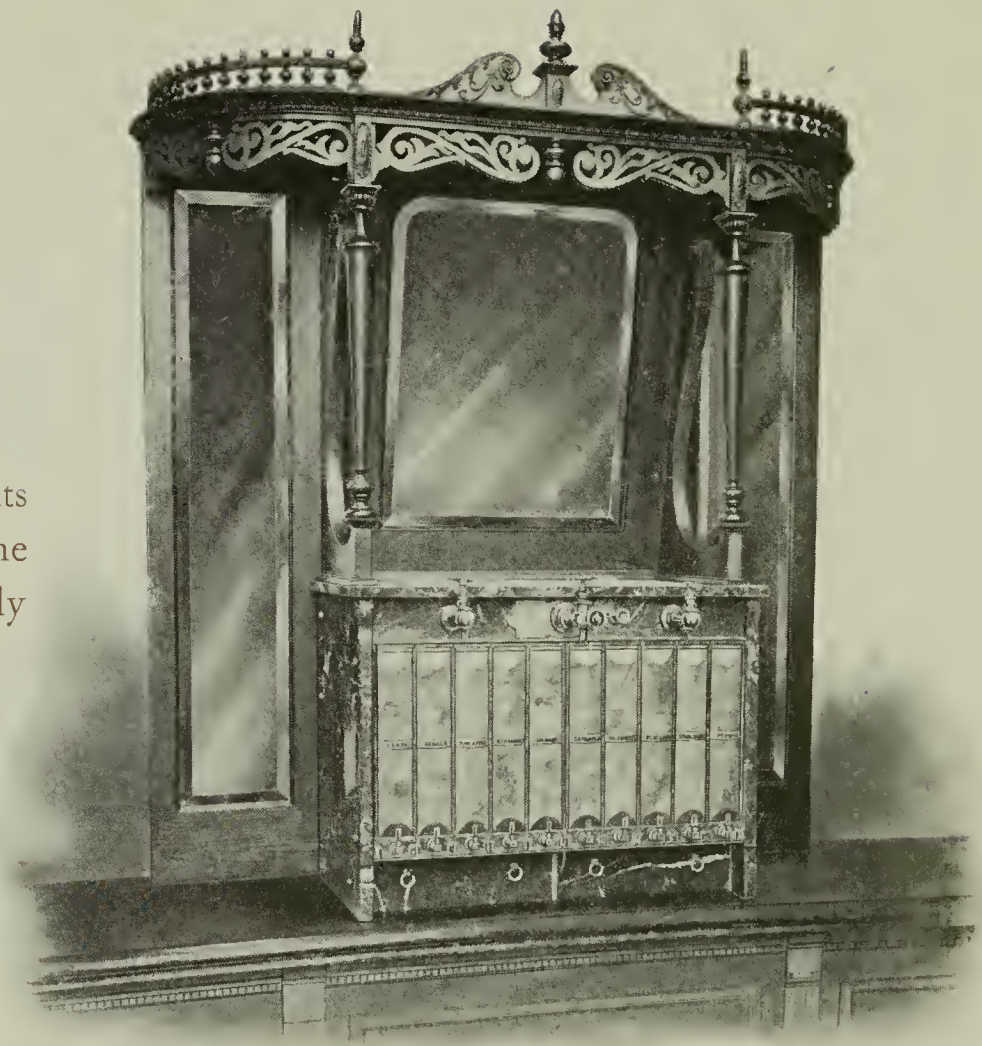
The land of kilts and blooming heather,
In winter knows some blustery weather,
And Highland laddies see no harm
In drinking "Scotch" to keep them warm.



REMEMBER, a Tufts fountain, first, through its beauty, and second, through the excellence of the delicious soda water it serves, will bring you a constantly increasing custom of pleased patrons and will pay for itself out of part of its own profits.

A TUFTS FOUNTAIN BRINGS THE TRADE YOU ARE PROUD TO HAVE.

Let it be the "other man" who serves bad soda badly and wonders why his custom dwindles.



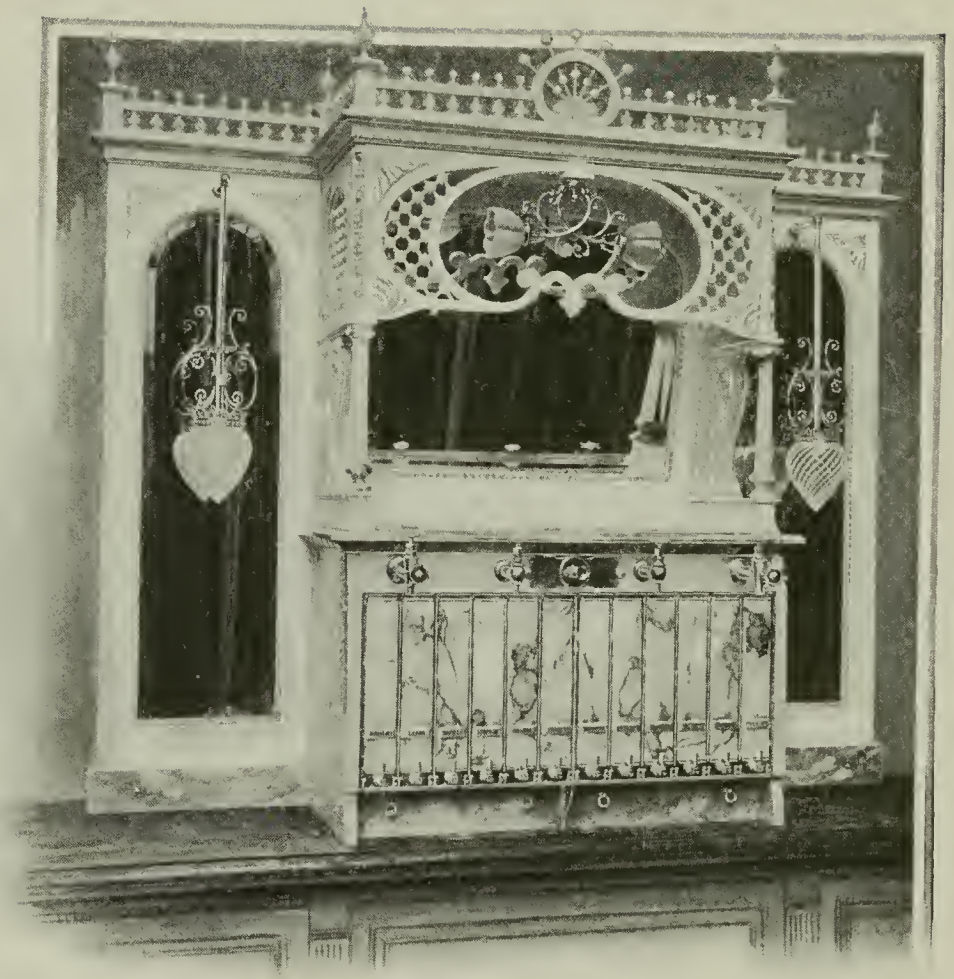
Puget

Merida

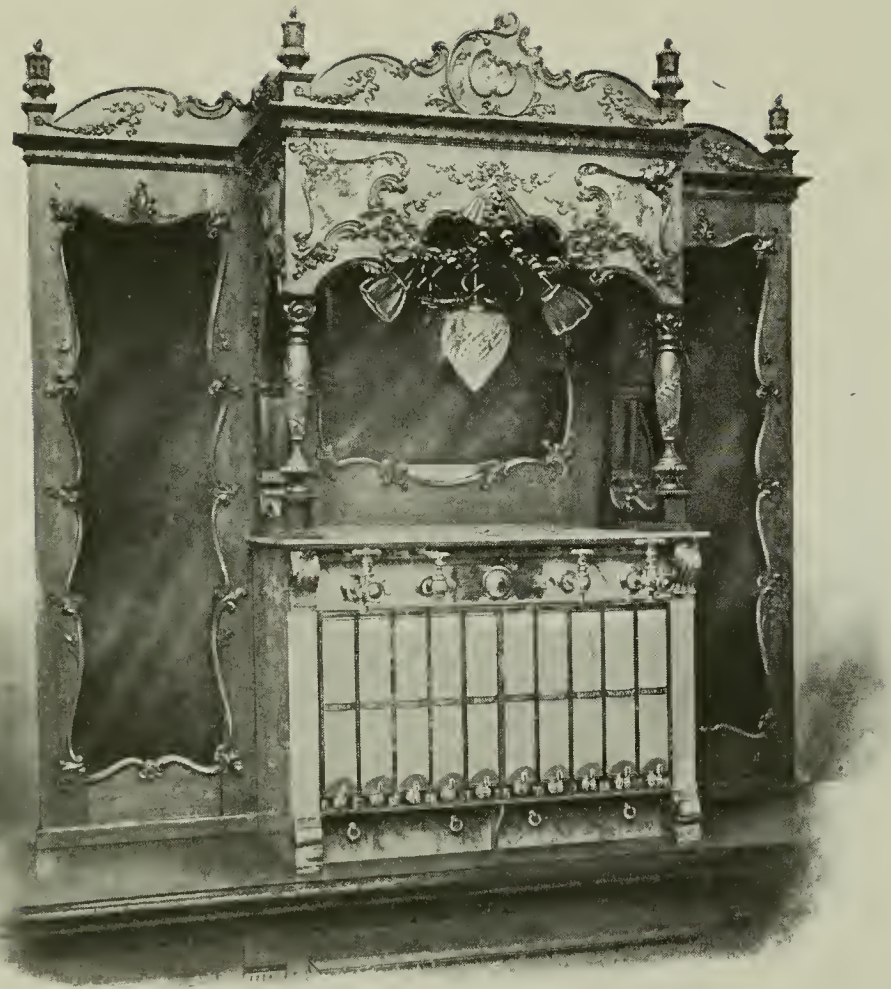
THE fool is always behind, the smart man is always abreast, and the business genius always ahead of the times. This is comparatively estimating the druggist and confectioner who have and who have not soda fountains. The fool has none, the smart man may have a fairly good make, but the business genius has a Tufts.

If you examine a Tufts fountain first and others afterwards you will buy the Tufts. If you examine other makes first and the Tufts last you will buy a Tufts. We invite the comparison, but only ask, in all fairness, that you inquire about the Tufts first or last. For if you do, first, last and all the time, you will be a Tufts enthusiast.

Here sit philosopher and sage
O'er foaming steins to cheer their age,
And loud the "hochs!" and "prosits!" ring
In Germany, where beer is king.



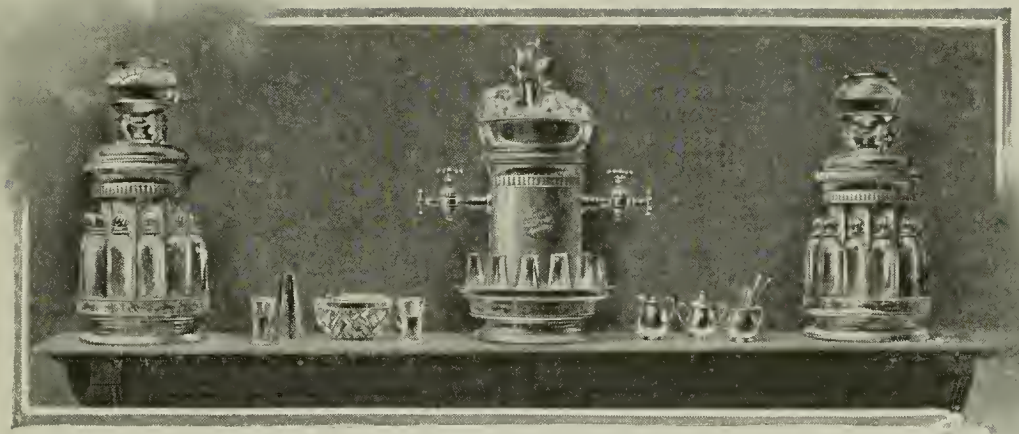
Gareloi



Taclat

THERE is no trade so fastidious as that to which the soda fountain caters. The best trade seeks the best service. The soda fountain of itself should be fitted and furnished with an eye to the beautiful as well as the useful. All its adjuncts, its counters of marble, its glasses and glass holders, should be shimmering bright, conspicuously clean and noticeably neat. The very appearance of a fountain and its surroundings should provoke a tantalizing thirst, and the soda served from it should be soul-satisfying. Our counter supplies are made to meet the particular requirements of the soda counter and bring it in harmony with the fountain.

Don't consider these details trifling.



Exquisite

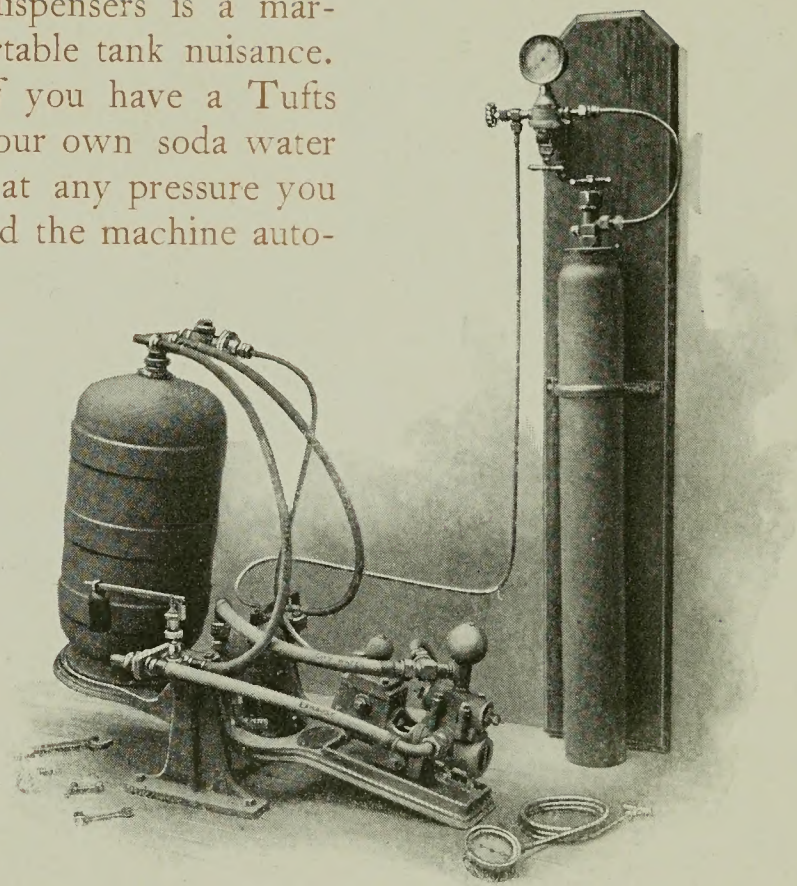
FOR more than forty-seven years the firm of James W. Tufts has been making soda water fountains and their adjuncts. Although we have always led in this branch of manufacturing, we will say frankly that we never were *wholly* satisfied; year after year we experimented, made over and improved. All the results of this nearly half

In the country of pigtailed "Boxers" see
Coolie and Mandarin drinking tea;
High and low, of every degree,
Taking it plain—"No sugar for me
Or cream!" says the almond-eyed Chinee.

a century are yours to-day. The fountains we make, the specialties we furnish, the machinery we manufacture are the highest attainments in this line known to the world. We make everything that is used in connection with soda water. Carbonators to give life to the water, juices and extracts to give it taste, and apparatus to dispense it in perfection—sparkling, cold and delicious.

THE TUFTS AUTOMATIC CARBONATOR for dispensers is a marvelous self-running machine that does away with the portable tank nuisance.

The profits in dispensing soda water are good, but if you have a Tufts Automatic Carbonator you double them, for you are making your own soda water and saving this expense. It serves, continuously, soda water at any pressure you desire from 80 to 180 pounds. The pressure is always even, and the machine automatically keeps five gallons ahead of the demand. No rocking, no agitating, no waste of gas by blowing off, no valves to turn. It starts and stops of itself, and the supply is always an even amount at an even pressure and an even saturation—97 per cent. You attach it to your hydrant and the city water pressure is sufficient to operate it. Where you have no water pressure it can be run by electricity. Your soda never gives out and it is of the highest grade. Unless the Tufts Automatic Carbonator is all we say, you need not accept it. Write us and find out how inexpensive this little mechanical marvel is. You do not even have to oil it.



AMERICAN SODA FOUNTAIN CO.,

Successor to JAMES W. TUFTS,

278-288 CONGRESS STREET, BOSTON, MASS.

BUT the land of the free and the home of the brave
Is the land of the sparkling drink I crave.
Better than vodka, beer or wine
Is this nectar-flavored drink of mine.
It flows from a glittering fountain fair,
All marble and silver shining there :
'Tis soda water superfine,
Cold and delicious drink divine !
And here is a toast as we drink it down :
"A health to Tufts of Boston town ! "

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